

AMENDMENTS TO THE SPECIFICATION

Page 2

Replace the paragraph commencing at line 6 with the following amended paragraph:

The web site may be administrated by ~~the~~ a single associate, but can be administrated by ~~the~~ plural associates, which provide different types of the services. This type of the web site is called a virtual mall, because it resembles a shopping mall constituted by plural shops arranged as a group. A top page of the web pages is presented by the virtual mall, and indicates a list of the services provided by the associates in the virtual mall. When the customer designates and clicks a desired one of the services, the web page is changed over to jump to a page of one of the associates specialized in the selected service.

Pages 2-3

Replace the paragraph bridging pages 2 and 3 (commencing at page 2, last line) with the following amended paragraph:

However, according to the prior art, the web page with the ordering menu image opens in a manner particular to the associate providing the selected type of the services in the virtual mall immediately after the selection. If ~~the~~ there are several different

~~associates are different~~, the shape and arrangement of the ordering menu image are different, and require different methods of designating and inputting an item. The customer must operate the ordering menu image in ~~different manners according to a manner depending on~~ the ~~selection of the~~selected ordering menu image. Furthermore, This is particularly troublesome when he or she ~~may~~makes a request ~~the~~ to use of the same images in two or more types of the services. ~~However~~Furthermore, much time and labor ~~have been~~are required, because the images must be read and retrieved at plural times for the plural types of the services.

Page 3

Replace the paragraphs commencing at lines 14 and 19 with the following amended paragraphs:

In view of the foregoing problems, an ~~object~~aspect of the present invention is to provide an order accepting method and apparatus and storage medium in which plural different types of services or products can be ordered in a very simple manner by using an ordering menu image on a display panel.

~~In order to achieve the above and other objects and advantages of this invention~~particular, an order accepting method is provided, in which a menu image is indicated in a display panel for inputting ordering information to specify an order placed

for a service provided by an associate. The ordering information is determined in response to an input signal according to the menu image. The menu image includes plural regions for setting plural items included in the ordering information, the plural regions including a service selecting region for selecting one of plural services different from one another. A common item specifying region specifies a common item common between the services. A conditioning item setting region sets a conditioning item settable according to the selected service.

Page 24

Replace the paragraph commencing at line 23 with the following amended paragraph:

In the above embodiment, images are read from the memory card at the time of selecting a service item. However, images may be read at the time of presenting the order placing menu image 51. A customer may wish to place orders of more than one service item one after another. A flow depicted in Fig. 14 can be used. Images can be read at the first time, but do not need ~~being to be~~ read at the second time or later. The operation is simplified. Time required for image reading can be short.

Page 25

Replace the paragraph commencing at line 1 with the following amended paragraph:

Furthermore, plural types of menu image information, which is predetermined by the plural associates, may be registered or stored in any of the order accepting terminal ~~device~~devices. In the above embodiment, menu image information is transmitted, retrieved and read ~~from each one~~between different terminal ~~device~~devices upon selecting one of the service items. This causes a problem of low speed of indication in the processing. However, the registration and storage of the plural types of menu image information in a terminal device makes it possible to raise the speed of indication in the processing, because no transmission, retrieval or reading of a menu is required.

Page 26

Replace the paragraph commencing at line 9 with the following amended paragraph:

Furthermore, customers do not need to ~~come to visit~~ a shop ~~with having the~~ terminal device. In Fig. 15, an embodiment is illustrated, in which a customer's personal computer 96 or terminal device is operated by him or her, and connected to

the order accepting terminal devices 16A-16D of the service network 10 through the Internet 17 for the purpose of placing an order.